

FISCAL 2019 RESULTS

CONSOLIDATED

REVENUE

\$1.13B

GROSS MARGIN

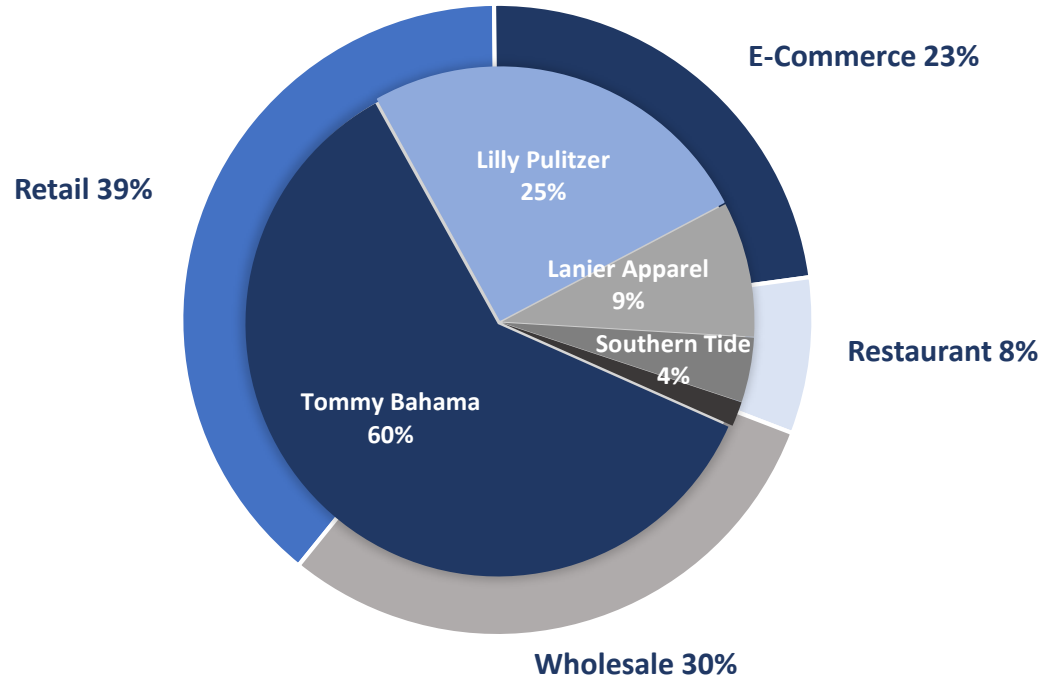
57.4% / 57.6% ADJ

OPERATING MARGIN

8.3% / 8.8% ADJ

EPS

\$4.05 / \$4.32 ADJ



FISCAL 2020 OUTLOOK

DUE TO THE UNCERTAINTY CREATED BY THE COVID-19 PANDEMIC, THE COMPANY IS NOT PROVIDING A FINANCIAL OUTLOOK FOR FISCAL 2020 AT THIS TIME

OWNED BRANDS

REVENUE

\$1.0B

DTC

77%

COMPARABLE SALES

+4% / +4% PY

DEPARTMENT STORES

≈9%

*“an island-inspired lifestyle brand that defines relaxed, sophisticated style”*

48% RETAIL

\$677M REVENUE

127 FULL-PRICE LOCATIONS  
\$615 SALES PER SQ FT (DOMESTIC STORES)

55% IN PREMIUM, OFF-MALL SHOPPING LOCATIONS  
RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

16 LOCATIONS WITH FOOD AND BEVERAGE  
12% OF REVENUE

20% E-COMMERCE

VS 18% IN FISCAL 2018  
FASTEST GROWING CHANNEL  
PROFITABLE

20% WHOLESALE

VS 21% IN FISCAL 2018  
11% DEPARTMENT STORES



FISCAL 2019

*“authentic resort-wear born in Palm Beach, ignited by the spontaneous bohemian spirit of Lilly Pulitzer”*

41% RETAIL

VS 42% IN FISCAL 2018

\$285M REVENUE

61 FULL-PRICE LOCATIONS

\$720 SALES PER SQ FT

2/3 IN PREMIUM, OFF-MALL SHOPPING LOCATIONS

RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

38% E-COMMERCE

VS 36% IN FISCAL 2018  
FASTEST GROWING CHANNEL  
PROFITABLE

21% WHOLESALE

VS 22% IN FISCAL 2018  
4% DEPARTMENT STORES  
53 SIGNATURE STORES

FISCAL 2019







*“a coastal lifestyle apparel brand that embodies a Southern state of mind and an adventurous spirit”*

21% E-COMMERCE

VS 18% in 2018  
FASTEST GROWING CHANNEL  
PROFITABLE

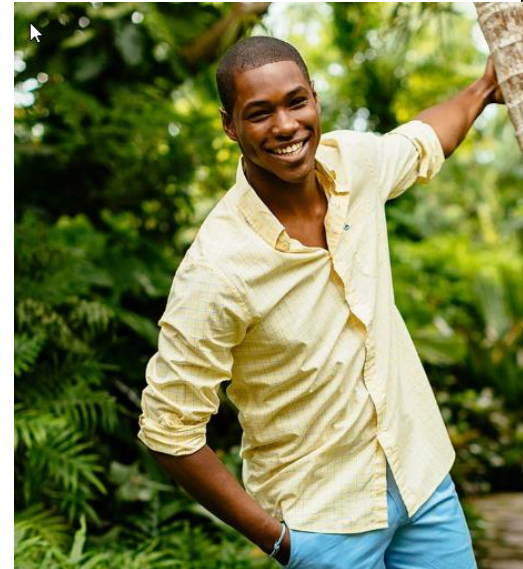
FIRST RETAIL STORE OPENED NOVEMBER 2019  
JACKSONVILLE, FL

15% WOMENS

79% WHOLESALE

VS 82% IN 2018  
19% DEPARTMENT STORES  
15 SIGNATURE STORES

\$46M REVENUE



FISCAL 2019

## STRONG CASH FLOW

FISCAL 2019

## CASH FLOW FROM OPERATIONS

\$122M

## CAPITAL EXPENDITURES

\$37M

## FREE CASH FLOW

\$85M

## DIVIDENDS PAID

\$25M

## CAPITAL STRUCTURE

AT FEBRUARY 1, 2020

## CASH

\$53M

## REVOLVING CREDIT FACILITY

\$325M

## BORROWINGS

\$0M

## CAPITAL PRIORITIES

DUE TO THE UNCERTAINTY CREATED BY THE COVID-19 PANDEMIC, THE COMPANY HAS RECENTLY TAKEN CERTAIN ACTIONS TO PRESERVE LIQUIDITY AND BOLSTER CASH. THEY INCLUDE BUT ARE NOT LIMITED TO:

\$200M DRAW DOWN UNDER ITS REVOLVING CREDIT FACILITY

AGGRESSIVE INVENTORY MANAGEMENT

PROACTIVE EXPENSE REDUCTIONS

RE-EVALUATION OF ALL CAPITAL PROJECTS

A REDUCTION TO \$0.25 PER SHARE FOR ITS FIRST QUARTER DIVIDEND

*This infographic was prepared as of March 26, 2020, and any subsequent distribution, dissemination or reproduction of this infographic or any of its content is not an affirmation or restatement of any forward-looking statements contained herein.*

**Forward-Looking Statements** *This infographic may include statements that constitute forward-looking statements. Such statements are subject to a number of risks, uncertainties and assumptions which could cause actual results to differ materially from those anticipated or projected, including, without limitation, those identified under Part I, Item 1A. contained in our Annual Report on Form 10-K for the period ended February 2, 2019 under the heading "Risk Factors," those described from time to time in our future reports filed with the SEC and those identified in our press release dated March 26, 2020 under the caption, "Safe Harbor", all of which are available under the Investor Relations tab of our website at [oxfordinc.com](http://oxfordinc.com). Those risks may not be the only risks which may impact our forward-looking statements. We disclaim any intention, obligation or duty to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.*

**Non-GAAP Measures** *This infographic contains certain non-GAAP financial metrics, such as adjusted gross margin, adjusted operating margin, adjusted earnings per share, or EPS, and free cash flow, which are intended to supplement our consolidated financial results presented in accordance with GAAP. We use these adjusted financial measures in making financial, operational and planning decisions to evaluate our ongoing performance and in discussions with investment and other financial institutions, our board of directors and others. Reconciliations of these adjusted measures to the most directly comparable GAAP financial measures are presented in tables included at the end of our press release dated March 26, 2020.*

**Comparable Sales** *Our disclosures about comparable sales includes sales from full-price retail stores and e-commerce sites, excluding sales associated with e-commerce flash clearance sales.*